

# NEWS RELEASE

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## PORTABLE POWER TAKES OFF

- Game Boy Builds Strong Market Presence with  
New Software Titles -

LAS VEGAS (January 6, 1990) -- Following an impressive North American launch, Game Boy™ became a smash hit this past Christmas, and retailers are saying this is just the beginning of the portable video game system's dynamic sales appeal.

At this winter's Consumer Electronic Show, Nintendo® will be adding to an existing library of seven Game Boy titles which includes "Tetris,"™ the Soviet-created mind boggler, and "Super Mario Land,"™ a new adventure of the Super Mario Bros. Fourteen licensees will preview new software specially created for Game Boy, all due for release in the first half of 1990. Nearly 50 other software developers are working to develop Game Boy titles.

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Portable Power Charges  
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"Consumer response for Game Boy has been tremendous, which would account for the enormous enthusiasm our licensees exhibit toward creating new Game Boy titles," said Peter Main, Nintendo of America's vice president of marketing. "We expect these new game introductions to continue at a brisk pace throughout 1990, helping to maintain consumer excitement for the product," he added. According to Main, feedback from Nintendo retailers about Game Boy has been overwhelmingly positive.

Game Boy has a powerful microprocessing chip, which allows the games to depict complex, scrolling backgrounds and high-resolution LCD (Liquid Crystal Display) graphics. The specially developed game cartridges available for use with Game Boy are smaller than those used on the Nintendo Entertainment System<sup>R</sup> (NES), but they pack the same challenge and caliber of game play available on the NES. The system can easily handle even the most popular high memory games. The state-of-the-art compact video game system uses interchangeable cartridges, some of which offer the opportunity for multi-player action and can normally be played for 30 hours on a single set of batteries. Plus, Game Boy employs digital stereo sound technology engineered into the hardware unit and programmed into each game cartridge. Stereo earphones are included with the Game Boy system.

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Portable Power Charges  
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Also included with each Game Boy is Video Link™ -- an accessory that allows two or more players to connect their Game Boys and compete tournament-style among themselves.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America; and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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## NEW GAME BOY LICENSEES

### **ACCLAIM ENTERTAINMENT, INC.**

Oyster Bay, NY

Contact: Gregory E. Fischbach, Robert W. Holmes  
Kwirk

### **ACTIVISION**

Menlo Park, CA

Contact: John Crompton  
Malibu Beach Volleyball

### **ASMIK CORP. OF AMERICA**

Los Angeles, CA

Contact: Jerry Matsumoto  
Boomer's Adventure in Asmik World

### **BANDAI AMERICA, INC.**

Cerritos, CA

Contact: Mark Tsuji  
Hyper Lode Runner

### **ELECTRO BRAIN**

Salt Lake City, UT

Contact: Ron Johnson  
Fist of the North Star

### **FCI**

New York, NY

Contact: Margot Blattmann  
Boxxle

### **HAL AMERICA, INC.**

Beaverton, Or

Contact: Tim Rooney  
Revenge of the Gator

### **KEMCO-SEIKA CORPORATION**

Torrance, CA

Contact: Ron Kurtz  
Bugs Bunny: Crazy Castle

New Game Boy Licensees  
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**KONAMI**

Buffalo Grove, IL  
Contact: Emil N. Heidkamp  
Castlevania - The Adventure  
NFL

**MELDAC OF AMERICA, INC.**

Los Angeles, CA  
Contact: Sveo Sekizawa  
Heiankyo Alien

**ROMSTAR, INC.**

Torrance, CA  
Contact: Joyce Kaehler  
World Bowling

**SETA USA INC.**

Las Vegas, NV  
Contact: Tom Shizuma  
QBillion

**SUN CORPORATION OF AMERICA**

Wool Dale, IL  
Contact: Bob Bernstein, Mr. Homma  
Navy Blue

**TAITO SOFTWARE, INC.**

No. Vancouver, B.C.  
Contact: Alan K. Fetzer  
Flipull

**ULTRA SOFTWARE CORPORATION**

Buffalo Grove, IL  
Contact: Emil Heidkamp  
Motocross Madness  
Nemesis